

Moneris  ^{®/MD}

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**INFINITE
WINES**

- **Infinite Wines was founded by Mark Low as he was striving to integrate his passions for organic practices and wine**
- **Low has travelled to countries such as Austria and Italy to source organic wine**
- **Infinite Wines has an ecommerce site, in addition to selling to restaurants and private wine buyers**

Infinite Wines



Line of business: Retail

Products used:

- PAYD Pro (E355 terminal)



I can use the PAYD Pro device that operates either on its own or on different variations of smart devices when I am on the go. It is convenient to have multiple options depending on what my day entails



- Mark Low
Founder of Infinite Wines



Mark Low is the founder of Infinite Wines. He was aspiring to combine his interest in organic practices with something many people enjoy, so naturally he thought of wine. Low has travelled to countries including Italy and Austria to learn about their wines and to work with producers. He sells their products to private clients, restaurant wine buyers, wine clubs and through his website.

Background

Today, consumers are constantly being educated on organic practices and the positive impact these day-to-day lifestyle changes have on the environment. Mark Low is one of those consumers, and he implements organic methods in his personal and business routines. He had the desire to start his own business for many years, but he wanted the business to reflect something that really mattered to him and simultaneously was striving for his business to resonate with as many people as possible. He thought wine was a product that could perfectly integrate into his business planning, as it is something many enjoy and appreciate.

As wine is a highly sought after product on the market, Low reflected on how he could take a unique spin on wine through his business. That was the moment when he thought about combining his interest in promoting an organic lifestyle and wine. Low strives to educate clients about incorporating organic products even into that glass they relish each time they take a sip. According to Low, "Organic wines are free of additives such as refined sugar, sulphuric acids and clarification agents. Organic winemaking practices avoid using chemicals and promote biodiversity in our environment. Organic wine is natural, sustainable and much more eco-friendly compared to conventional wine." He noted different countries have guidelines that vary slightly about what makes a wine organic.



Low wanted to learn more about organic wines and sell brands not already sold in Ontario, specifically the Greater Toronto Area (GTA). He ventured to Italy to learn about varieties of organic wines and began his business process. When Low was in Italy, he started reflecting more about who his clients would become. It was then he knew he would be targeting restaurant wine buyers and private enthusiasts who collect wine in their cellars. Low attended events in Italy where he met with producers and learnt more about their procedures when making organic wine. Producers were very interested in having their wine represented outside Italy. "My particular focus and passion is the smaller family wine makers who put a lot of pride and devotion into their craft. I like to find hidden gems for my clients," he says.

Low is currently working with wineries who practice organic principles in their country. He is importing wines from Austria, Argentina, Italy, New Zealand, Spain and the United States (California.)

For Low, building his business was definitely not an easy journey. He faced many challenges from licensing to building relationships with winemakers and buyers. He constantly had to work to educate his clients about his brand and gradually earn their trust in sourcing wine tailored to their preferences. Low says he could not have arrived at the point where he is today without the constant support from his partner, Luisa.

When Low is not working on the wine business operations, he shifts gears to his full-time career in the personal and professional development industry. He represents a behavioural neuroscience brand and works closely with a mindset expert based out of San Diego. "The wine business is very important to me so I work on both professions day-to-day from home, as I enjoy so many aspects of each position."

There were key individuals who helped educate Low in the wine business along the way. Some were those who introduced him to producer events in Italy and others were friends and educators with experience in the industry who gave him tips to navigate through each hurdle faced. Low adds "I could not have landed in a position where my business is moving forward rapidly without those who believed in me each step of the way."

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– Mark Low, Founder of Infinite Wines



Why Moneris?

One of Low's restaurant client recommended Moneris® to him. He decided to choose Moneris to offer clients alternative payment options aside from a cheque or e-transfer. However, Low needed a payment processor that was convenient and one that could be brought along, whether it be his home office or in person with a client. Using Moneris PAYD Pro® as his solution stood out to Low the most.

"I can use the PAYD Pro device that operates either on its own or on different variations of smart devices when I am on the go. It is convenient to have multiple options depending on what my day entails."

Using Moneris PAYD Pro meant he has his payment solution available from his PAYD app that was available on his smartphone or tablet. It was as simple as downloading the PAYD app and synchronizing the PIN pad to his mobile device. "When I am with a client, I can process the amount immediately and can trust that the PAYD app will be reliable," says Low. All he needs to do is have his phone on him when clients are ready to make payments. If Low has any questions or concerns about his app, he is confident that he can rely on the 24-hour support line. "It is especially convenient to have funds deposited within a very timely manner," says Low.

Looking forward

Low is looking forward to significant growth within his business. Low plans to continue travelling to discover wineries across the globe that develop organic wines. He is excited to see the growing numbers of restaurants in the GTA interested in his wines. Overall, the future of Infinite Wines looks nothing less than bright.



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- Mark Low, Founder of Infinite Wines





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